

## ABSTRACT OF THE DISCLOSURE

In a liquid crystal display device, a first skipping scanning process is performed by activating the scanning signals G(1), G(3) and G(5) corresponding to the odd-numbered rows in a pixel matrix made of numerous pixel formation portions in that order in a first half-period of a given frame, and voltages corresponding to the pixel values to be written into the pixel formation portions of the odd-numbered rows of the pixel matrix are applied to the video signal lines as positive-polarity video signals. In a second half-period of that frame, a second skipping scanning process is performed by activating the scanning signals G(2), G(4) and G(6) corresponding to the even-numbered rows in the pixel matrix in that order, and voltages corresponding to the pixel values to be written into the pixel formation portions of the even-numbered rows of the pixel matrix are applied to the video signal lines as negative-polarity video signals. Thus, line inversion driving is accomplished.